Grant writing, exhibition planning, and marketing are all modes of storytelling. A well-kept studio archive will allow you to access items to populate those stories.

**Exhibitions**

Optimize your archives to:
- Align your proposal with the curating goals of the museum/gallery.
- Provide information for catalogues or other textual material associated with the exhibition.
- Contextualize your entire career.

**Grants**

- Associate records in your inventory with their funding projects.
- Keep surrogates for your strongest samples.
- Maintain your list of references.
- Set milestone goals for prospecting, drafting, and submitting grant applications.

**Marketing**

- Make your presence known: go to festivals, start an Instagram account, or create a blog or newsletter.
- Connect with your audience by including personal touches—give them a peak into your studio.
- Building and maintaining an audience isn’t easy. Be consistent and persevere!

Organize according to function. All of your documents related to grant writing, exhibition proposals and submissions, and marketing are also part of your studio archive.

**SELECTED SOURCES**

**Grants**


**Marketing**


**Project Management**

- Asana.com.
- Trello.com.